

Traffic and Pedestrian Safety Survey (2025)

REPORT OF FINDINGS AND ANALYSES

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Executive Summary

The 2025 Traffic and Pedestrian Safety Survey Report summarizes feedback from 356 East Longmeadow residents on **traffic congestion, roadway safety, and pedestrian/bicycle infrastructure** across East Longmeadow's roads. Conducted in the **summer of 2025** through both online and paper formats, the survey gathered input on **problem roadways and intersections**, the performance of the **East Longmeadow Rotary**, the adequacy of **sidewalks and shared use paths**, and satisfaction with how the Town responds to **road and safety concerns**. Overall, respondents reported **significant concerns** about **congestion, speeding, and safety** (especially at the Rotary and other key intersections) and identified **gaps in sidewalks, crosswalks, and bike facilities**. Many residents also expressed a **desire** for more **traffic calming, better enforcement, clearer communication, and more timely responses** to reported issues. The findings in this report are intended to **guide Town policy**, help **prioritize capital and roadway projects**, and support competitive applications for **grant funding** so that future improvements align with the community's stated needs and priorities.

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Introduction

Purpose Statement

In the summer of 2025, the Town of East Longmeadow conducted a survey to better understand residents’ opinions and needs when it comes to traffic, roadway safety, and existing infrastructure. This survey was a part of an ongoing initiative to improve traffic and pedestrian safety along Town roads. Results generated from this survey will help guide the future of Town Policy and help to prioritize traffic & roadway projects moving forward. This survey was also intended to help guide the use of grant funds to ensure that they are being appropriated effectively, in order to alleviate residents’ concerns about traffic and roadway safety.

Methodology

The Traffic and Pedestrian Safety Survey had a total of seventeen (17) questions grouped into five (5) different sections. The types of questions varied from open ended (4 questions), to “choose only one” multiple choice (11 questions), and “select all that apply” multiple choice (2 questions). The survey had two (2) delivery options, an online format and a paper booklet component.

The online survey was administered using Google Forms and was active from May 23, 2025 to July 11, 2025. There were a total of three-hundred twenty-one (321) online responses with an average completion rate of 93% due to open ended questions being left blank. Respondents were able to access the online survey using various methods including the Town’s webpage and a QR code on various flyers, brochures, and physical survey booklets.

The paper booklet component was accessible at three (3) pickup/drop points located at the Library, Town Clerk’s Office, and the Senior Center. There were a total of thirty-five (35) paper submissions of which thirteen (13) were returned to the Senior Center, nine (9) to the Town Clerk’s Office, and thirteen (13) to the Library. The paper booklet component had an average completion rate of 88% and was mostly due to respondents leaving open ended answers blank (similar to the online component). The questions in the booklets matched the online survey, with a QR code available in the booklet itself. This allowed for respondents who collected a physical booklet to take the survey online if they so preferred.

In total, the survey generated three-hundred and fifty-six (356) submissions. This sample size is sufficient enough to generate a reliable analysis, given that the population of East Longmeadow is around 16,343 (Pioneer Valley Data, 2022). According to a calculator tool provided by the National Business Research Institute, the margin of error was 5.14% with a confidence interval of 95%. A confidence interval of 95% is the standard when utilizing survey data. This means that if the same survey were conducted one-hundred (100) times, that one can be 95% confident that the results would be similar and representative of the population as a whole (U.S. Census Bureau).

The following sections of this report will go through each major topic of the survey, grouped into categories containing around three (3) to four (4) questions each.

SECTION 1: **Traffic and Intersections**

Section 1 aimed to get a better understanding of residents' perception on traffic, their own personal feelings/experience, and understanding which roadways & intersections are the most problematic. This section contained two (2) multiple choice and two (2) open ended questions.

When asked point blank if they felt that there were congestion issues in East Longmeadow, roughly 82% of respondents felt that this was the case. Around 10% indicated that there might be traffic congestion issues, and 7% stated that there are no traffic congestion issues at all (see figure 1 below).

Respondents were then asked to write in specific roadways which experience traffic congestion issues. The range of responses varied greatly and were condensed into specific roadway keywords. There were eight (8) choices that appeared the most frequently in respondents written answers, each listed below with the number of times mentioned:

- The Rotary (85)
- Porter Road (48)
- Maple Street (34)
- Shaker Road (30)
- Parker Street (26)
- North Main Street (18)
- Chestnut Street (14)
- Westwood Avenue (13)

Survey takers were then given a list of four (4) existing problematic intersections: East Longmeadow Rotary, Maple Street at Westwood Avenue (near the East Longmeadow High School), North Main Street at Westwood Avenue (near CVS), and Chestnut Street at Shaker Road. Survey takers were given the option to select more than one (1) intersection in their responses. The majority of respondents (311 individuals in total) indicated that the East Longmeadow Rotary was an intersection that they had experienced traffic related issues. Next was Maple Street at Westwood Avenue (169), North Main Street at Westwood Avenue (163), and Chestnut Street at Shaker Road (121). Twenty-two (22) respondents indicated that they have not

experienced traffic related issues at any of the four (4) mentioned intersections (see figure 3 below).

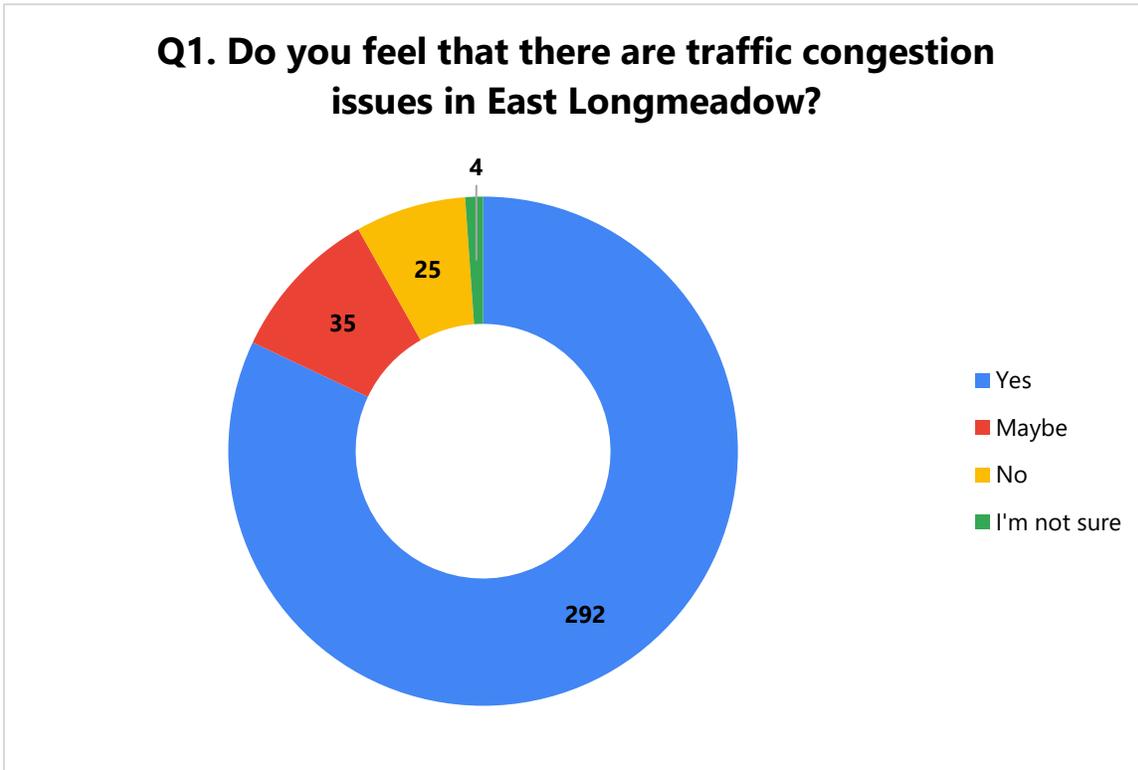


Figure 1: Perception on Traffic Congestion (Q1)

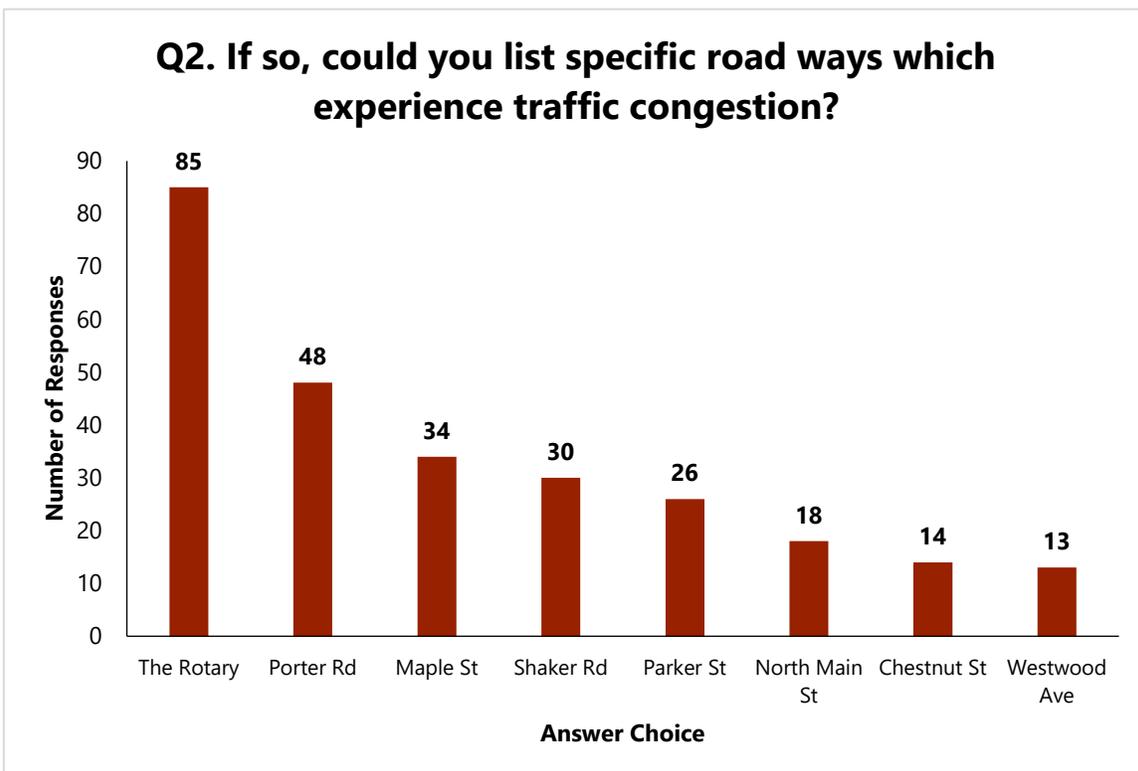


Figure 2: Congestion on Specific Roadways (Q2)

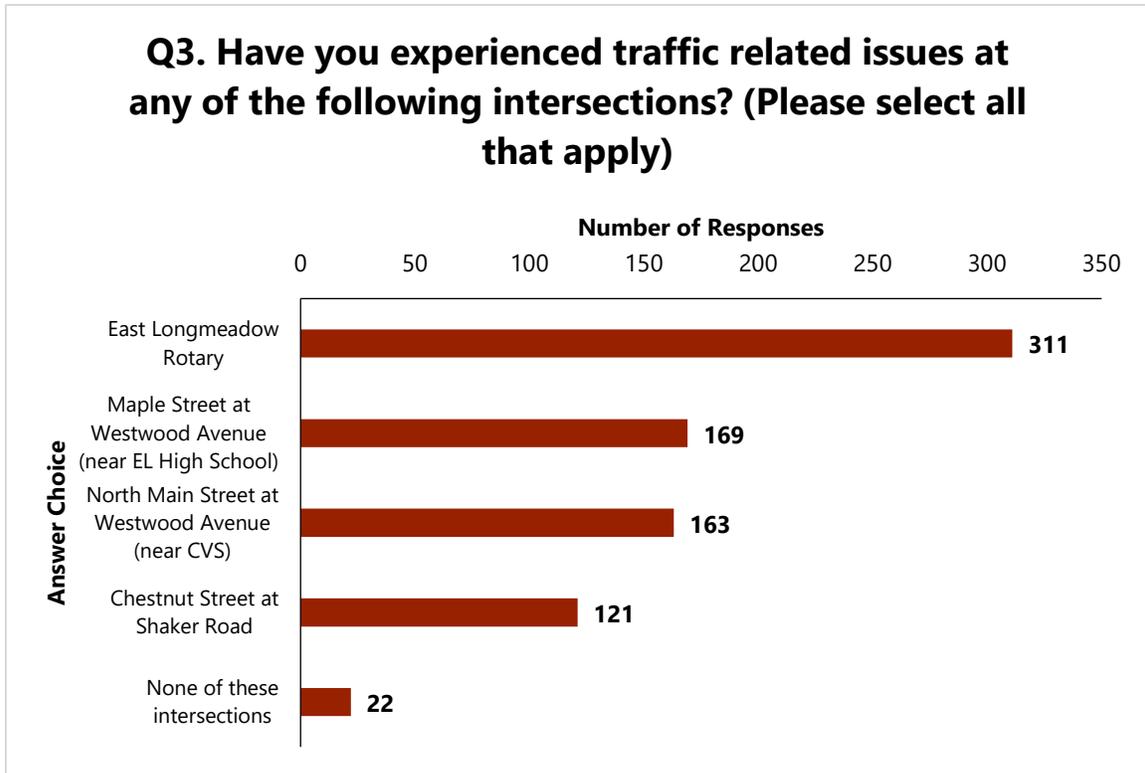


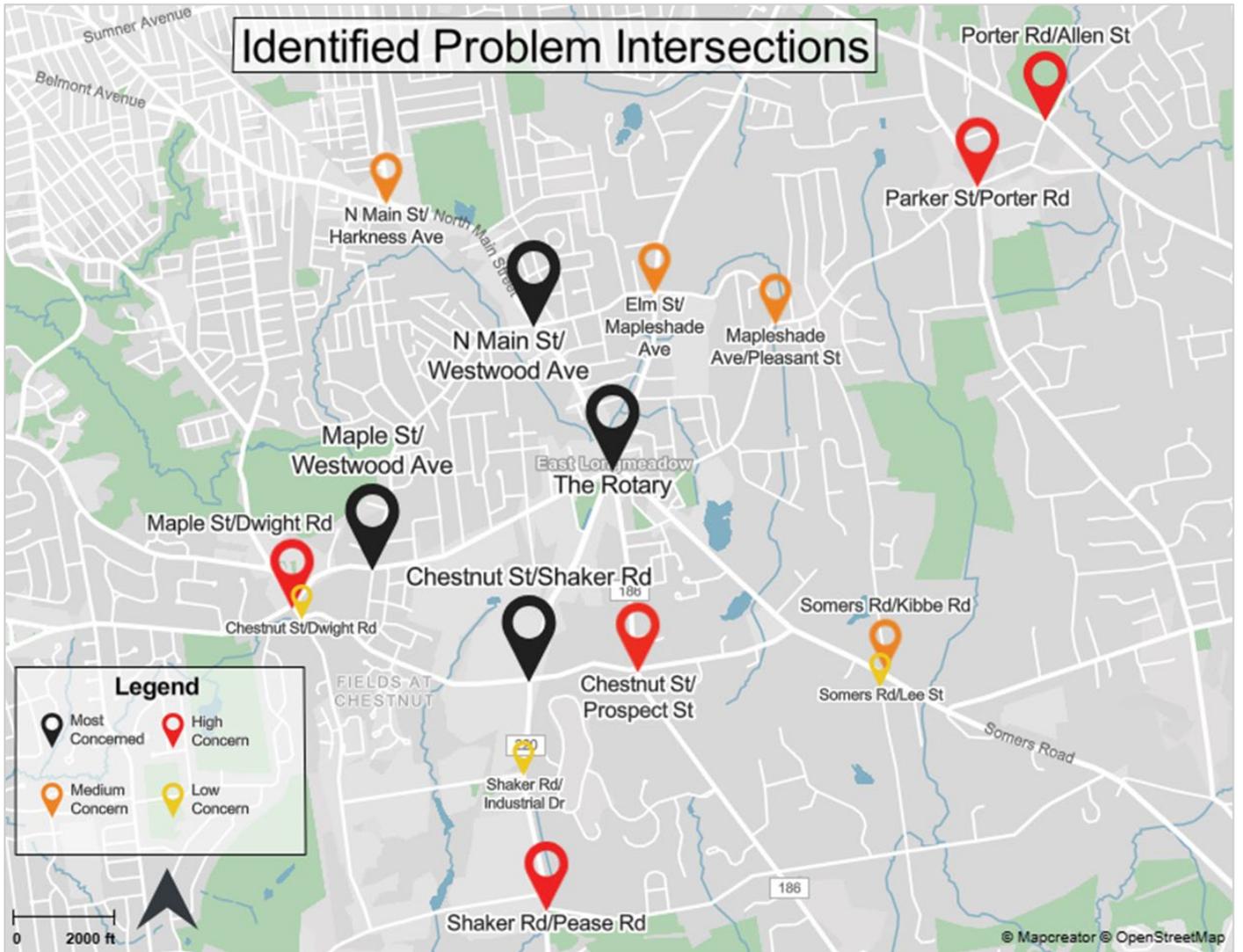
Figure 3: Traffic at Specific Intersections (Q3)

The second open ended question of Section 1 asked respondents to write in any other problematic intersections that came to mind. The map shown below (map 1) visualizes the most commonly listed intersections separated into four (4) categories depending on how often they were mentioned (with the exception of “Most Concerned”):

- **Most Concerned:** This category contained the four (4) problematic intersection listed in Question 3 (see figure 3 above).
- **High Concern:** Intersections that were the most commonly mentioned.
 - Maple Street/Dwight Road
 - Chestnut Street/Prospect Street
 - Shaker Road/Pease Road
 - Parker Street/Porter Road
 - Porter Road/Allen Street
- **Medium Concern:** Intersections that were occasionally mentioned.
 - North Main Street/Harkness Avenue
 - Elm Street/Mapleshade Avenue
 - Mapleshade Avenue/Pleasant Street
 - Somers Road/Kibbe Road
- **Low Concern:** Intersections that were mentioned once or twice.
 - Chestnut Street/Dwight Road

- Shaker Road/Industrial Drive
- Somers Road/Lee Street

Map 1 indicates that problem intersections are not concentrated specifically in one (1) part of Town, and are in fact more widespread in geographical area.



Map 1: Identified Problem Intersections (Q4)

SECTION 2: Rating Town Intersections

The next section of the survey asked respondents to rank the four (4) problem intersections discussed in Section 1 (East Longmeadow Rotary, Maple Street at Westwood Avenue, North Main Street at Westwood Avenue, and Chestnut Street at Shaker Road) on a scale from 1 (worst) to 5 (best). The graphic below (figure 4) shows the average ranking for each intersection, represented on a sliding scale diagram.

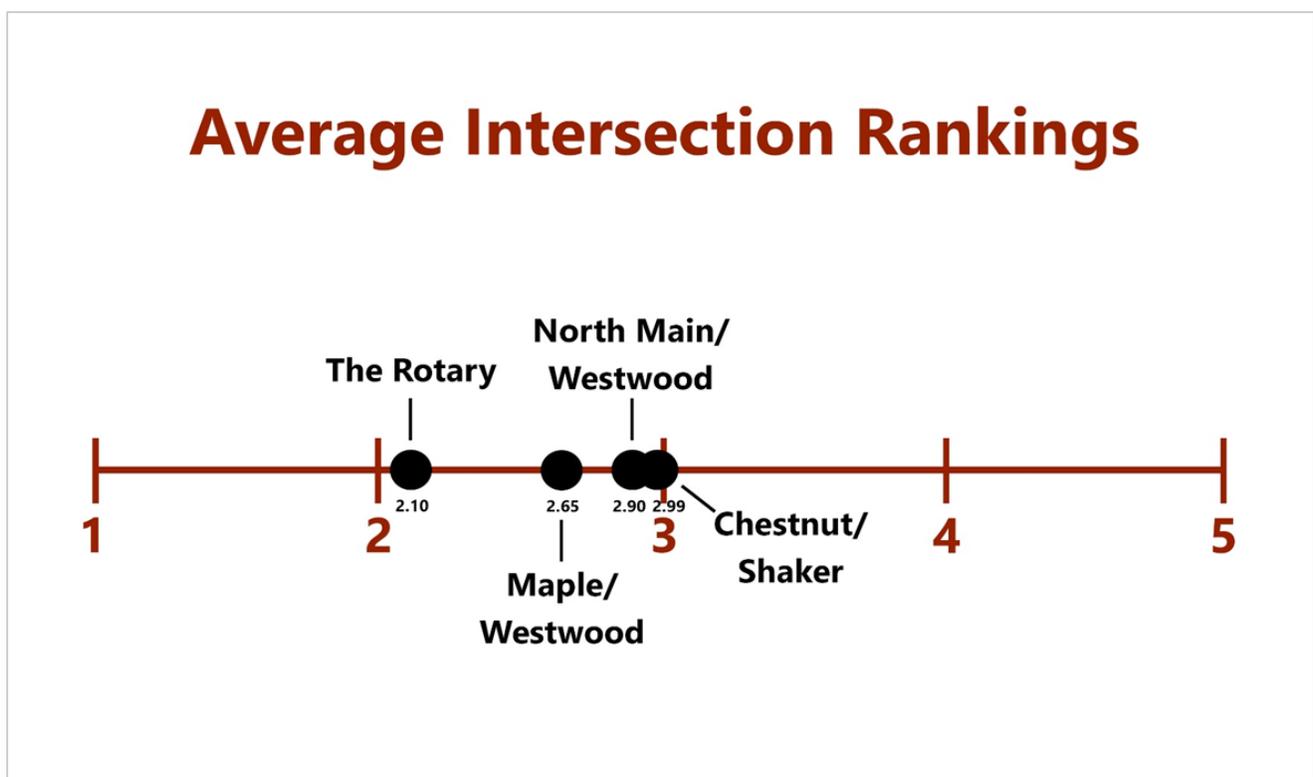


Figure 4: Average Intersection Rankings (Q5)

Coming in at the lowest ranking was the East Longmeadow Rotary (2.10), followed by Maple Street at Westwood Avenue (2.65), then North Main Street at Westwood Avenue (2.90), and finally Chestnut Street at Shaker Road (2.99). The results indicated that all four (4) intersections fell below the average rating of three (3). The data generated from Sections 1 and 2 combined show that the Rotary is the most problematic intersection in East Longmeadow.

SECTION 3: Pedestrian & Shared Use Paths

Section 3 was geared towards understanding respondents' perception of their own safety while utilizing shared use pathways (such as sidewalks, bike lanes, and multi-modal lanes of travel) along roads in East Longmeadow.

When asked if they felt that they can safely walk along roadways, roughly half (174) of respondents indicated that they **cannot** safely do so. Ninety-two (92) respondents stated that they **might** be able to safely walk along roadways, while fifty (50) respondents mentioned that they **could** safely walk along roadways (see figure 5 below).

The following question asked respondents about their experience with biking along roadways. More than half (200) of respondents indicated that they **do not bike** around Town (see figure 6 below).

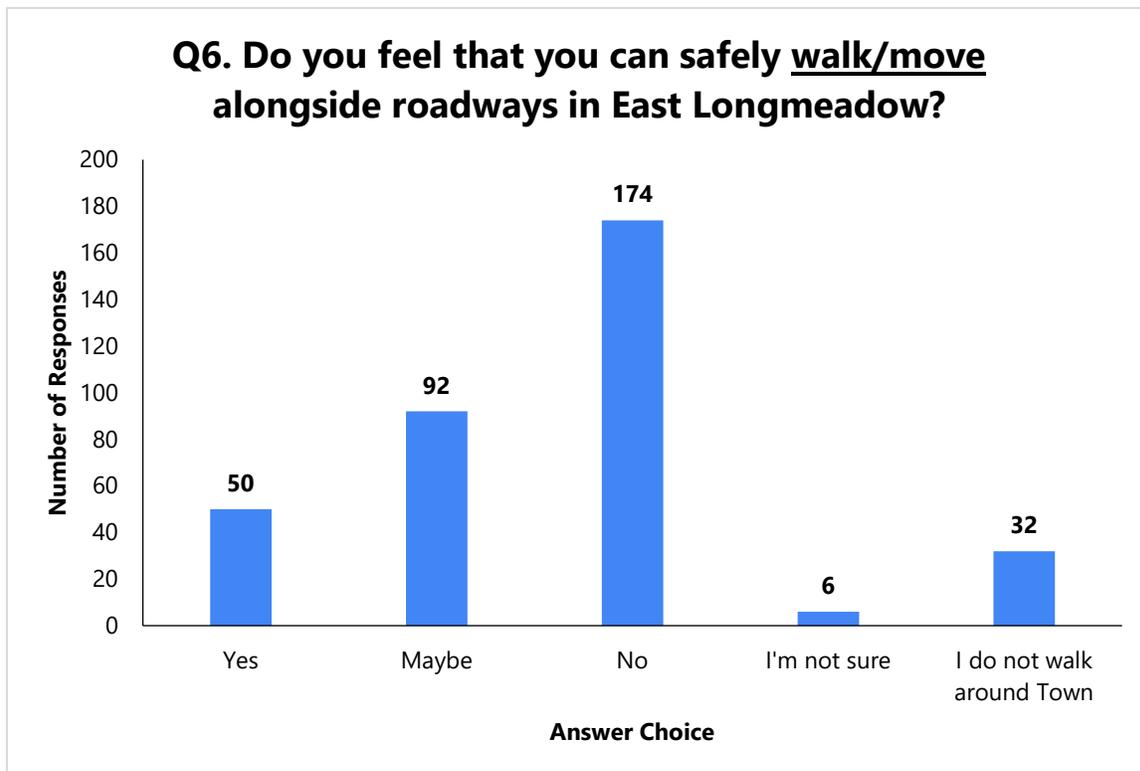


Figure 5: Walking Safety Along Roadways (Q6)

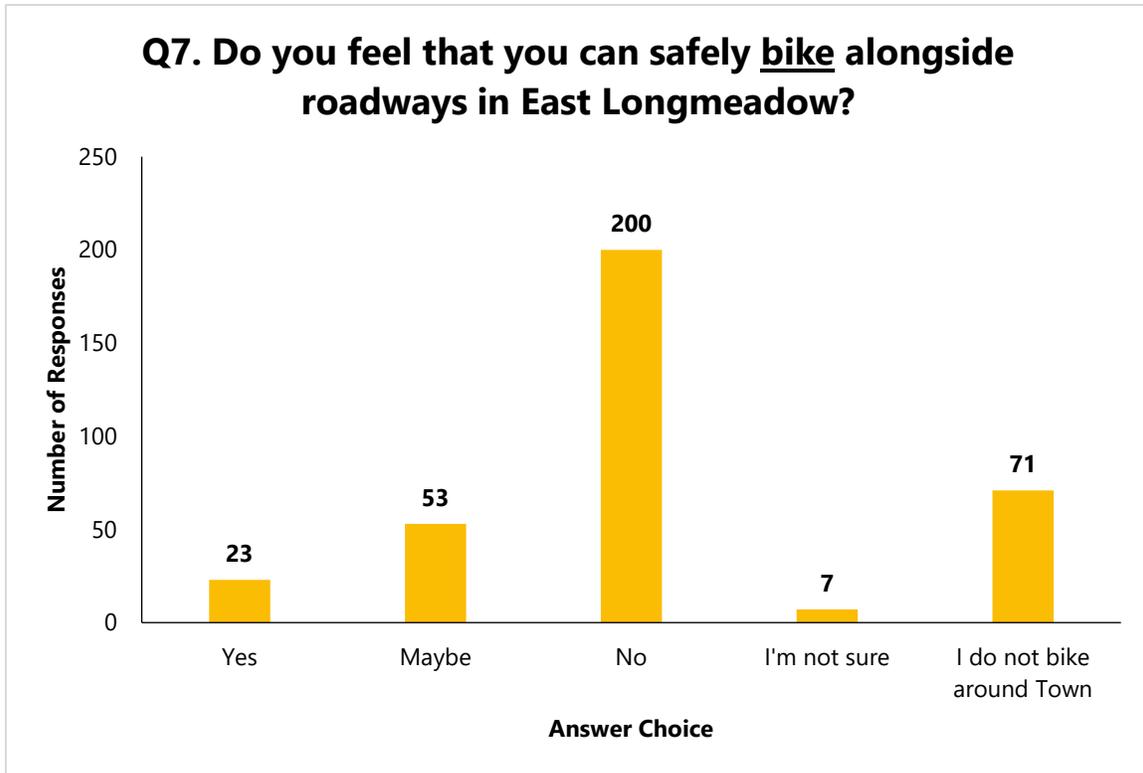


Figure 6: Biking Safety Along Roadways (Q7)

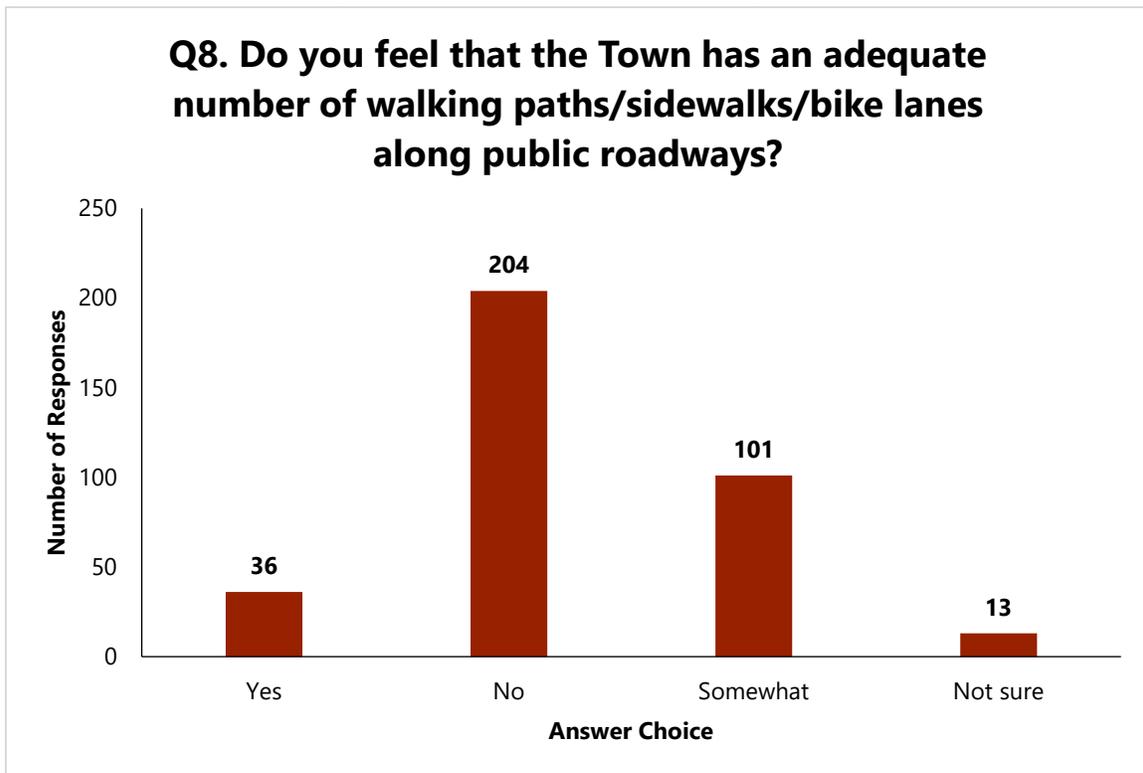


Figure 7: Shared Use Path Availability (Q8)

As for the adequacy of shared use pathways, respondents were asked plainly if they felt that the Town had an adequate supply of such pathways. Two-hundred and four (204, roughly 57%)

respondents indicated that the Town **does not** have enough shared use pathways. One-hundred and one (101) respondents listed that the Town **somewhat** has enough shared use pathways. Thirty-six (36) respondents indicated that the Town **does** have enough shared use pathways, with thirteen (13) respondents stating that they were **not sure**. Overall, respondents' perceptions on share use pathway adequacy and availability leans towards the side of dissatisfaction (see figure 7 above).

The next question asked respondents to indicate why they had answered no to the previous question (Q8). The word cloud below (figure 8, shaped as a car) displays the most common reasons condensed into phrases of no more than four (4) to five (5) words. Common explanations for choosing no include:

- Lack of Sidewalks and Crosswalks
- Safety Issues and Dangerous Intersections
- Speeding and Lack of Enforcement
- Lack of Bike Lanes
- Connectivity Issues/Missing Links
- Safe Routes to School
- ADA Accessibility



Figure 8: Shared Use Path Word Cloud (Q9)

SECTION 4: East Longmeadow Rotary

With the Rotary being identified as a problem intersection, Section 4 sought to understand more of how respondents felt about it. In regards to satisfaction of driving through the Rotary, around 44% of respondents (156 responses) stated that they were **not very satisfied** with driving through the Rotary at all. Around 29% of respondents (104 responses) were **some-what satisfied** with driving through the Rotary. Roughly 26% of respondents indicated that they were either **mostly satisfied** (78 responses) or **extremely satisfied** (16 responses) (see figure 9 below).

When it comes to walking through the Rotary and respondents' satisfaction, the majority of respondents (58% or 206 responses) indicated that they were **not very satisfied**. Around 8% of respondents stated that they were either **mostly satisfied** (22 responses) or **extremely satisfied** (5 responses) with walking through the Rotary (see figure 10 below).

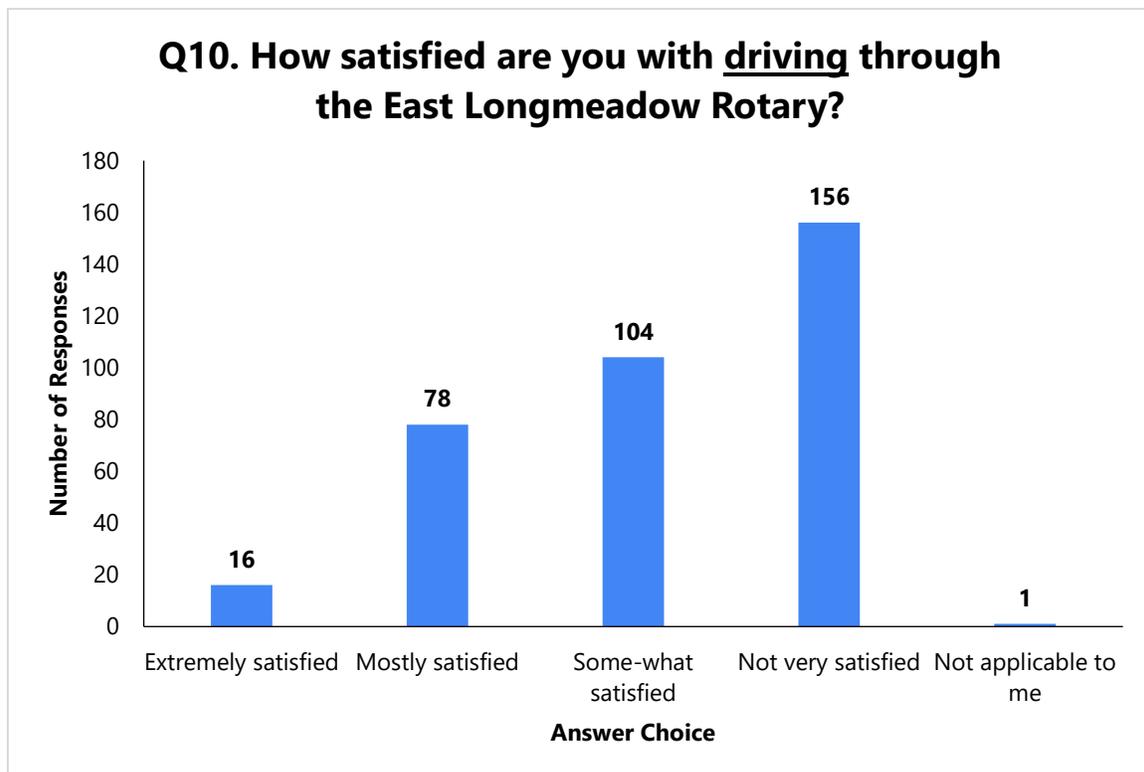


Figure 9: Rotary Driving Satisfaction (Q10)

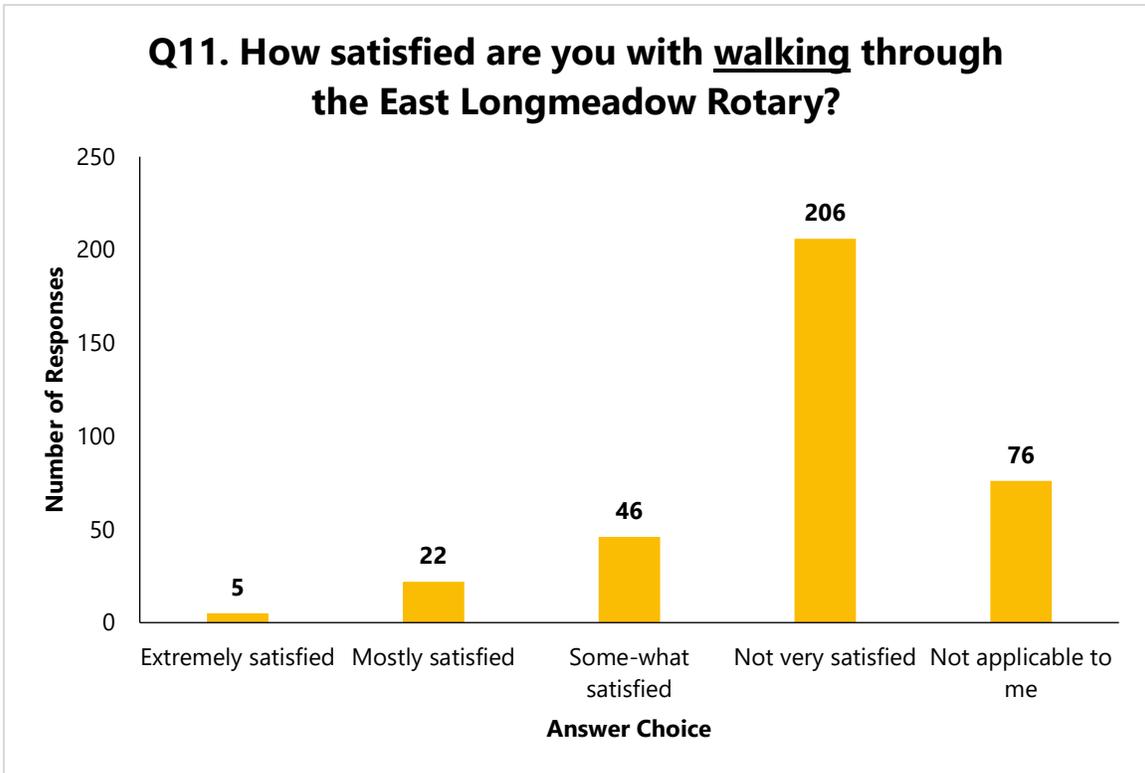


Figure 10: Rotary Walking Satisfaction (Q11)

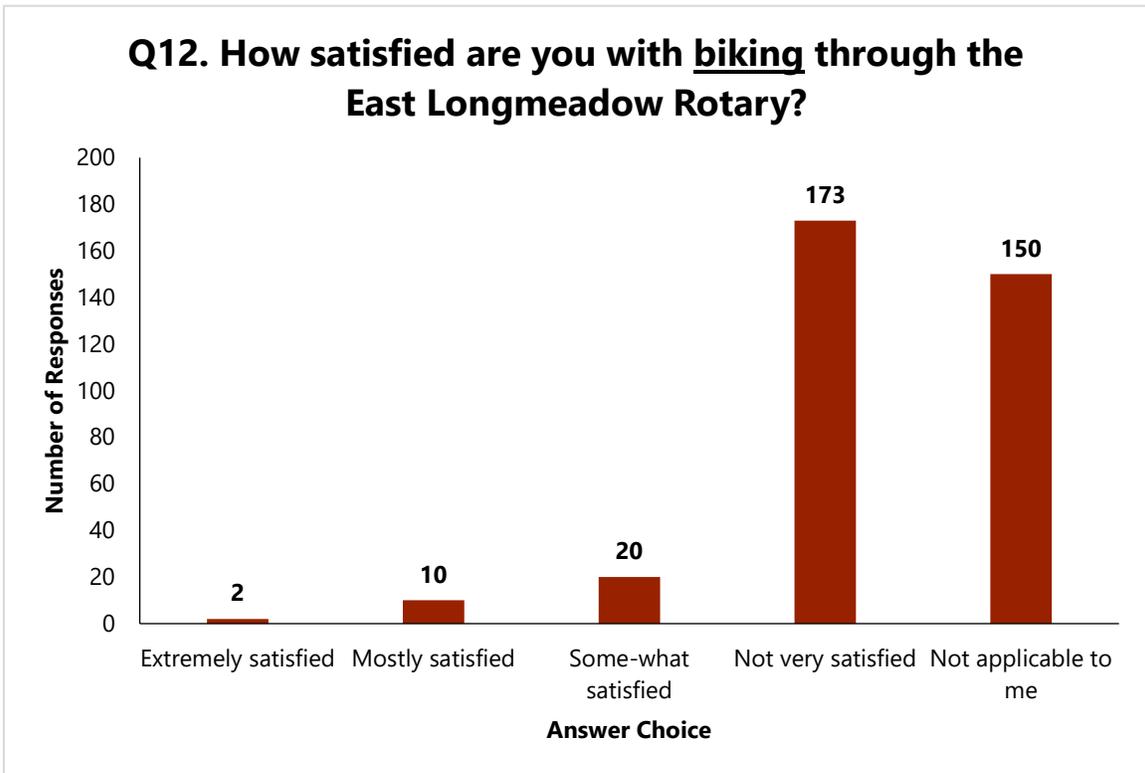


Figure 11: Rotary Biking Satisfaction (Q12)

Respondents were then asked to indicate their level of satisfaction with biking through the Rotary. Around 49% of respondents chose that they were **not very satisfied** (173 responses)

with biking through the Rotary while 42% (150 responses) indicated that biking through the Rotary **does not apply** to them (see figure 11 above).

Overall, respondents showed more satisfaction with driving through the Rotary versus walking or biking. More respondents indicated that they were satisfied (198 responses) than dissatisfied (156 responses) with driving through the Rotary, however, the majority of those satisfied were on the fence about their decision (104 respondents were “some-what” satisfied).

The next question in the survey introduced respondents to a list of common traffic/roadway issues and asked if any of these issues were caused by the Rotary. Respondents were able to choose more than one (1) option. The list of issues were as follows:

- Traffic Congestion: 273 (~77% of respondents)
- Increase in Automobile Accidents: 215 (~60% of respondents)
- Increase in Pedestrian/Bicycle Accidents: 144 (~40% of respondents)
- Delays in Commuting to School/Work: 210 (~59% of respondents)
- Public Safety Issues: 212 (~60% of respondents)
- No Issues At All: 22 (~6% of respondents)

The top three (3) issues caused by the Rotary are Traffic Congestion, Increase in Automobile Accidents, and Public Safety Issues (see figure 12 below).

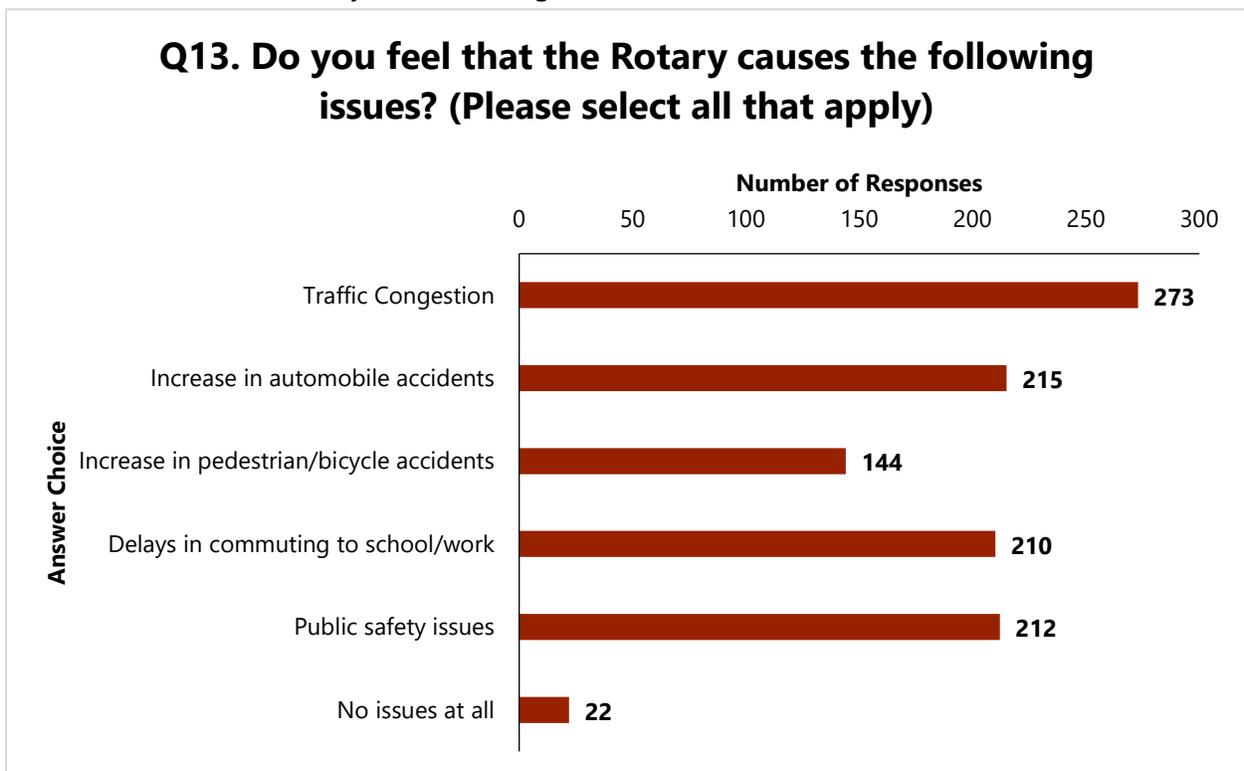


Figure 12: Issues Caused By The Rotary (Q13)

SECTION 5: Resident Satisfaction

The final section of the survey aimed to better understand respondents' satisfaction with whether or not their concerns were being addressed from the Town. When asked if they were satisfied with the process of reporting road condition/safety issues to the Town, the most popular answer choice among respondents was that they were **some-what satisfied** (130 responses or around 37%) with such a process. One-hundred and nine (109) respondents indicated that they were **not very satisfied** with the reporting process while thirty-nine (39) respondents stated that they were **not satisfied at all** (see figure 13 below). The scales on the process of reporting road condition/safety issues to Town tip more towards the dissatisfaction side.

Respondents were then asked if they felt that their concerns about road condition/safety are being addressed. The goal was to try and understand whether respondents felt that their opinions were being valued by the Town. Figure 14 shows the range of answers to this question with percentages shown below:

- Yes: 18 responses (~5%)
- Sometimes: 120 responses (~34%)
- Not at all: 154 responses (~43%)
- Does not apply to me: 59 responses (~17%)

Lastly, respondents were asked to indicate if they felt that the Town addresses road condition/safety issues in a timely manner. Around 50% of respondents indicated more favorability in regards to the responsiveness of the Town on addressing road condition/safety issues:

- Always: 3 responses
- Most of the time: 57 responses
- Sometimes: 117 responses

Roughly 33% of respondents had shown less favorability with the Town's responsiveness on road condition/safety issues:

- Rarely: 70 responses
- Never: 46 responses

It can be inferred that the majority of respondents took a middle ground stance when it came to evaluating the Town’s responsiveness and ability to address roadway conditions/safety issues. More dissatisfaction was shown with the process of reporting such roadway conditions/safety issues to the Town.

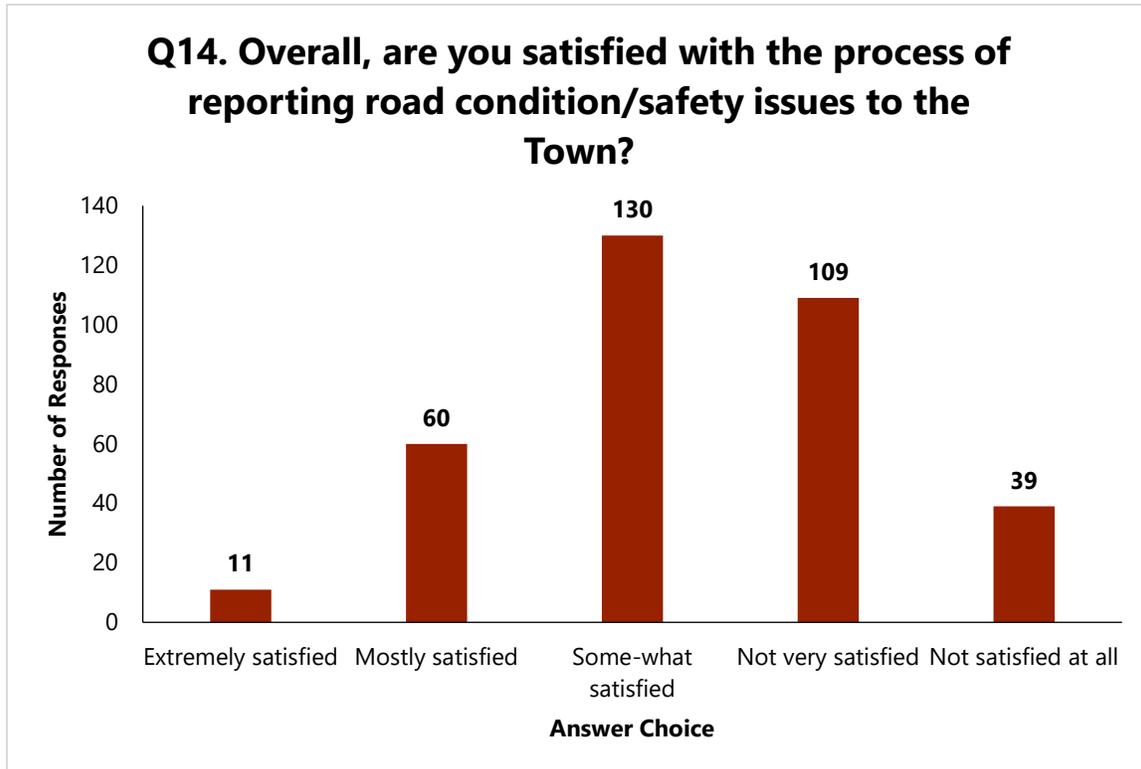


Figure 13: Road Reporting Satisfaction (Q14)

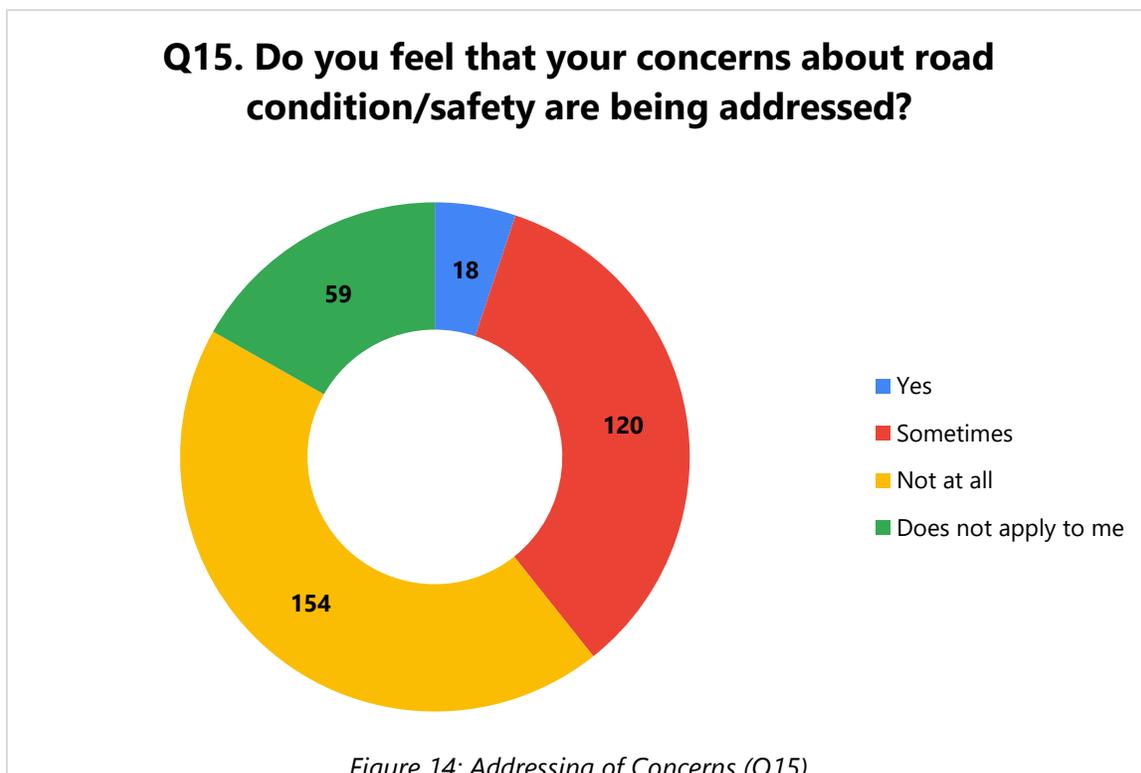


Figure 14: Addressing of Concerns (Q15)

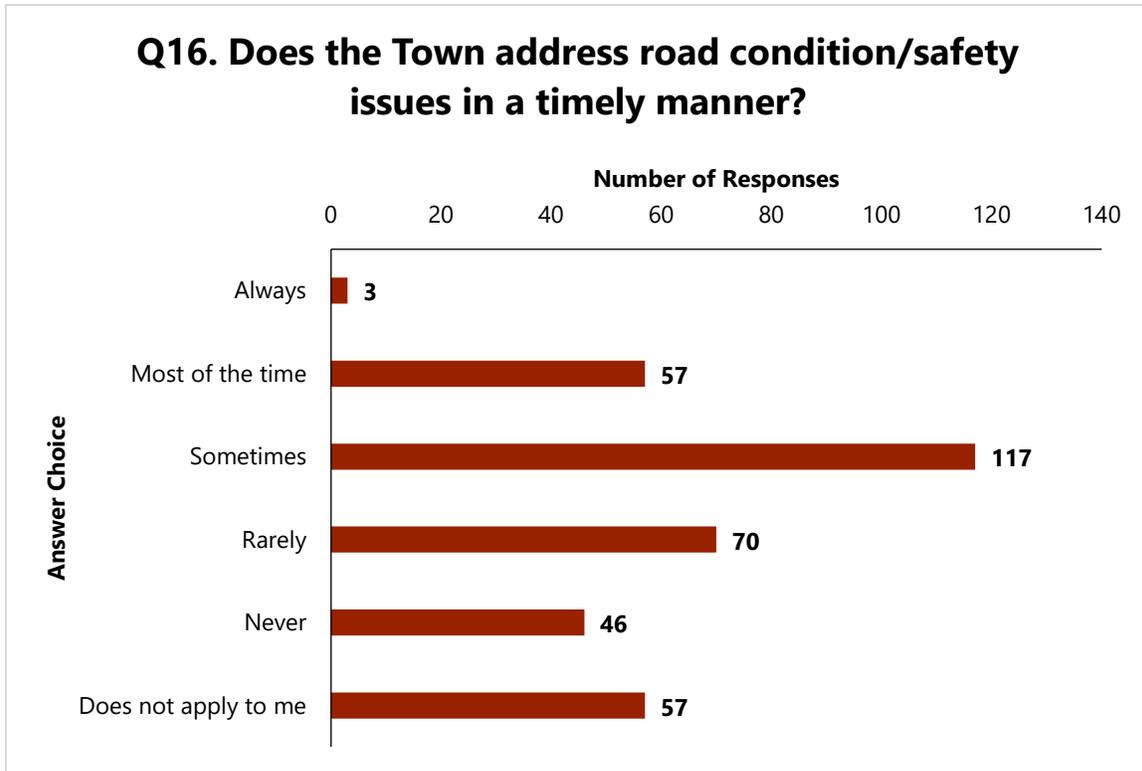


Figure 15: Timeliness of Addressing Concerns (Q16)

To conclude the survey, respondents were given the opportunity to provide any feedback to the Town. Answers given covered a broad range of subjects and categories. For the purposes of data analysis, the responses were condensed and divided into two (2) categories: Primary Themes and Solutions Desired. The word cloud below (figure 16, shaped as the East Longmeadow Municipal Boundaries) shows these common themes and key words which include:

- **Primary Themes:** Road repairs, Potholes, Repaving needed, Speeding Issues, Poor traffic enforcement, Speed calming (bumps), Rotary (confusion and redesign), Better signage, Expanding sidewalks, ADA upgrades, cross walk upgrades, Flashing beacons, Safe Routes, walk/bike access.
- **Solutions Desired:** Traffic Calming, Lane narrowing, turn lanes, true roundabout, speed feedback signs, line repainting, signal timing, enforcement zones, sidewalk program, priority routes, vegetation trimming, crossing upgrades, public reporting, walkable planning, more transparency.



Figure 16: Additional Feedback Word Cloud (Q17)

Conclusion

The 2025 Traffic and Pedestrian Safety Survey provides a clear picture of the transportation challenges and priorities within the Town of East Longmeadow. Overall, respondents expressed strong concern regarding congestion, roadway safety, and the lack of adequate pedestrian & bicycle infrastructure (particularly at the East Longmeadow Rotary and other major intersections). Respondents emphasized the need for improved traffic management, expanded sidewalk and crosswalk networks, and enhanced enforcement of speeding and safety regulations. While many respondents acknowledged recent infrastructure improvements, the data reveals that the public seeks more proactive, transparent, and timely responses from the Town. These findings should guide future planning, grant funding applications, and capital project prioritization, ensuring that roadway and pedestrian safety enhancements align with the community's expressed needs and expectations.

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